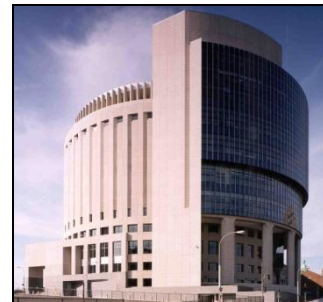
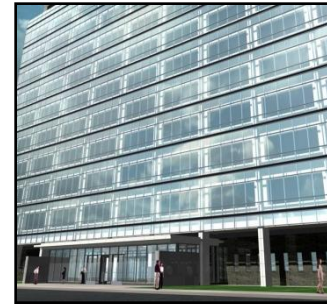




## U.S. General Services Administration



# FMHAC Industry Event



U.S. General Services Administration  
(GSA)

Heartland Region (Region 6)

Missouri, Iowa, Nebraska, and Kansas

# GSA's Mission



- GSA helps federal agencies better serve the public by offering – at best value – superior workplaces, expert solutions, acquisition services, and management policies
- GSA's two business lines:
  - Federal Acquisition Service (FAS)
  - Public Buildings Service (PBS)

# Public Buildings Service (PBS)



- Janitorial services and equipment
- Landscape services
- Facility maintenance services
- Professional architect and engineering services
- Construction services, including new buildings, renovation of buildings, and leased space

# Federal Acquisition Service (FAS): Technology



- Audio and video equipment
- Computers, printers and modems
- Computer hardware and software
- Programming and networking
- Technical support
- Wireless communications
- Information security
- Network services



# FAS: Services



- Engineering
- MOBIS (Management, Organizational, and Business Improvement Services)
- Logistics
- Human resources
- Management and EEO
- Financial management
- Dispute resolution
- Management consulting
- Travel and transportation
- Temporary clerical support

# FAS: Products



- Office equipment, supplies, and furnishings
- Furniture
- Energy products
- Hardware
- Scientific equipment
- Paper products
- Paints and chemicals
- IT equipment
- Motor vehicles
- Tools

# Office of Small Business Utilization (OSBU)



## **Public Law 95-507, The Small Business Act, stipulates that:**

- The head of each agency is responsible for effectively implementing the small business programs within his agency, including setting and achieving yearly procurement opportunity program (POP) goals for small and small disadvantaged business contracting.
- Each agency, with contracting authority, establish an Office of Small Disadvantaged Business Utilization (OSDBU), and appoint a director, who reports to the agency head (or deputy), and who will have responsibility for carrying out the purposes of the Act.



# OSBU - Our Mission



## **Public Law 95-507 and FAR 19.201(a) state:**

It is the policy of the Government to provide maximum practicable opportunities in its acquisitions to:

Small business (SB), Veteran-owned small business (VOSB), Service-disabled veteran- owned small business (SDVOSB), HUBZone small business (HZSB), Small disadvantaged business (SDB), and Women-owned small business concerns (WOSB).

Such concerns must also have the maximum practicable opportunity to participate as subcontractors in the contracts awarded by any executive agency, consistent with efficient contract performance.

# GSA's Regional SBU Centers



Visit [www.gsa.gov/smallbusiness](http://www.gsa.gov/smallbusiness) for contact information for each Small Business Utilization Center (SBUC)

Boston, MA

Ft. Worth, TX

New York, NY

Denver, CO

Philadelphia, PA

San Francisco, CA

Atlanta, GA

Los Angeles, CA

Chicago, IL

Auburn, WA

Kansas City, MO

Washington, DC

# Socio-Economic Business Achievements FY 2011



Prime Contract Dollars-\$192,637,469

- Small Business – 52.67%
- Small Disadvantaged – 12.81%
- Women-Owned Small – 8.61%
- HUBZone Small -- .84%
- Service Disabled Veteran-Owned Small Business – 4.5%

# Top 12 Federal Buyers



- Dept. of Defense  
[www.defense.gov](http://www.defense.gov)
- Dept. of Energy  
[www.doe.gov](http://www.doe.gov)
- Health And Human Services  
[www.hhs.gov](http://www.hhs.gov)
- Dept. of Veterans Affairs  
[www.va.gov](http://www.va.gov)
- Dept. of Homeland Security  
[www.dhs.gov](http://www.dhs.gov)
- NASA  
[www.nasa.gov](http://www.nasa.gov)
- Dept. of Justice  
[www.justice.gov](http://www.justice.gov)
- Dept. of Agriculture  
[www.usda.gov](http://www.usda.gov)
- Dept. of State  
[www.state.gov/](http://www.state.gov/)
- U.S. General Services Admin.  
[www.gsa.gov](http://www.gsa.gov)
- Dept. of commerce  
[www.commerce.gov/](http://www.commerce.gov/)
- Dept. of the Interior  
[www.interior.gov](http://www.interior.gov)

# The Federal Marketplace



- Federal Business Opportunities (FedBizOpps) and FedBizOpps Vendor Notification Service  
[www.fbo.gov](http://www.fbo.gov)
- Federal Procurement Data System - Next Generation (FPDS-NG)  
<https://www.fpds.gov>
- Data.gov  
[www.data.gov](http://www.data.gov)
- U.S. Small Business Administration's SUB-Net  
[web.sba.gov/subnet](http://web.sba.gov/subnet)
- Federal Acquisition Regulation – Document containing uniform acquisition policies and procedures utilized by all executive agencies  
[www.acquisition.gov/far](http://www.acquisition.gov/far)

# Required On-Line Registrations



- Central Contractor Registration (CCR), including Dynamic Small Business Search  
[www.ccr.gov](http://www.ccr.gov)
- Dun and Bradstreet (DUNS Number)  
[www.dnb.com](http://www.dnb.com)
- On-line Representations and Certifications (ORCA)  
[www.bpn.gov/orca](http://www.bpn.gov/orca)



# Announcement Vehicles



## Open Market ([www.fbo.gov](http://www.fbo.gov))

- The single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000.
- Government buyers publicize business opportunities by posting information directly to Federal Business Opportunities (FedBizOpps) via the Internet.
- Commercial vendors seeking Federal markets, monitor opportunities solicited by the entire Federal contracting community.

## Multiple Award Schedules (MAS)

**EBUY**

## ([www.gsa.gov/schedules](http://www.gsa.gov/schedules))

- MAS contracts are awarded to business concerns supplying comparable commercial supplies and services at varying prices.
- Orders are placed directly with the Schedule contractor, and deliveries are made directly to the customer.

# Bidding on Federal Construction Projects (Google Entry)



U.S. General Services Administration

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- [Bidding on Facilities Management Services](#)
- ▶ [Bidding on Federal Construction Projects](#)
- [Finding Retail Opportunities in Federal Buildings](#)
- [Negotiating on Federal Leased Opportunities](#)
- [New Technology Evaluation Program](#)

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## Bidding on Federal Construction Projects

All GSA design and construction contracting opportunities are advertised on Federal Business Opportunities ("FedBizOpps") at [www.fedbizopps.gov](http://www.fedbizopps.gov). To receive drawings and specifications for projects, contractors must be registered in the [Central Contractor Registration \(CCR\)](#) system and in FedBizOpps, as drawings and specifications are usually issued electronically there. Announcements will contain instructions on obtaining classified drawings and specifications which are not distributed through FedBizOpps. The following areas are included in construction.

### Design Acquisition

Design Services are competed using a qualifications-based selection process under the Brooks Act (Public Law 92-582, as amended) and Federal Acquisition Regulation (FAR) part 36.6. This is a two-step process where technical submissions of qualifications from Architect-Engineer firms are reviewed, and the vendors with the strongest technical proposals are interviewed in order to develop a list of finalists. The firms are ranked based on their technical qualifications, and negotiations are conducted with the top-rated firm for the contract award. If the government and firm cannot come to agreement during negotiations, the government will then proceed to the next-ranked firm for negotiations.

GSA uses this process to award [Indefinite Delivery, Indefinite Quantity \(IDIQ\) and small project contracts](#). A variation of the process, known as "Design Excellence," is used for the major (prospective) projects. In this process, the "Lead Designer" submits his qualification portfolio, and the portfolios are evaluated. In the second stage the Designers submit the qualifications of the entire team and are interviewed. The firms are ranked and negotiations are begun with the top-ranked designer/firm. The selection and award process takes six to 12 months. [For More Information >>](#)

### Construction Acquisition

In general, construction projects below the prospectus level (<http://www.gsa.gov/annualprospectusthreshold>) are procured using either sealed bidding procedures, low-price technically acceptable competitive proposals, or competitive orders against existing multiple-award IDIQ construction contracts. The award will go to the lowest responsive, responsible bidder in accordance with the FAR.

Major Construction Contracts are selected using the FAR's "Source Selection" Method (FAR 15.1). There are many variations of this method. The basic method requests both Technical or Management Proposals and a Price Proposal. Once the proposals are received they are evaluated technically, and then evaluated in terms of prices. Tradeoffs may be made, and the selection of the "Best Value" is made. The Solicitations must state the relationship between the technical and price proposals, e.g. tech more important than price, tech equal to price, or lowest price technically acceptable. Competitive range can be determined and discussion/negotiation held to allow the offers to correct technical proposals and to clarify the pricing.

There is a two-step advisory process that allows for technical proposals to be evaluated, and offerors are advised of whether they are technically viable to compete in a particular procurement. The final evaluations are the same as the one-step process and deal with selecting the best value for the government. Most awards are made within 60 days of receipt of offers.

### Performance and Payment Bonds

In accordance with FAR 28.102, all construction projects over \$100,000 are subject to the Miller Act which requires performance and payment bonds. Performance bonds represent a promise of surety to the government that once the contract is awarded, the contractor will perform its obligations under the contract.

Payment bonds represent a promise of surety of payment to all persons supplying labor or materials in the work provided for in a contract.

The penal amount of each performance bond is 100 percent of the original contract price plus 100 percent of any price increases, unless the contracting officer determines that a smaller amount will adequately protect the government. The penal amount of each payment bond is 100 percent of the original contract price plus 100 percent of any price increases, unless the contracting officer makes a written determination that a payment bond in this amount is impractical; however, the amount of the payment bond must be no less than the amount of the performance bond.

[Recovery Act How Businesses Can Participate FAQs>>](#)

[Indefinite Delivery, Indefinite Quantity \(IDIQ\) Contract Listing>>](#)

[Printer Friendly format](#)

## CONTACTS

**PBS Industry Relations**  
866-727-8363  
[IndustryRelations@gsa.gov](mailto:IndustryRelations@gsa.gov)  
[View Contact Details](#)

## RELATED GSA TOPICS

- [How Businesses Can Participate](#)

Last Reviewed 1/14/2010

# Forecast of Contracting Opportunities



- List of proposed contracts for the fiscal year
- Points of contact for specific departments
- Posted on Federal websites
- Free to any company seeking Government procurements
- For GSA contracting opportunities, visit [www.gsa.gov/sbu](http://www.gsa.gov/sbu)

# Finding Subcontracting Opportunities (SBA.gov)

SBA SUB-Net - Windows Internet Explorer provided by General Services Administration

http://web.sba.gov/subnet/search/index.cfm?CFID=127720738&CFTOKEN=dec54da432b1479b-8ADF54E4-C896-C435-ECA789A38C03CDD68&jsessionid= Live Search

SBA SUB-Net

U.S. Small Business Administration  
**SBA**  
Your Small Business Resource  
SUB - Net

Search Exit Help  
Post Home

SBA  
SUB-Net

[Text Only](#)

**U.S. Small Business Administration Subcontracting Network**

[American Recovery and Reinvestment Act \(ARRA\) Subcontract Solicitations](#)

[ARRA Prime Contracts Solicitations](#) [Iraq Reconstruction RFP's](#)

The use of SUB-Net fulfills the function set forth in [Federal Acquisition Regulation \(FAR\) 5.206](#), Notice of Subcontracting Opportunities, for contractors and subcontractors to post notices and thereby increase competition for subcontracts.

Also see SBA's [Subcontracting Opportunities Directory](#)  
DSBS-Dynamic Small Business Search Engine in [CCR](#) - Central Contractor Registration

[DISCLAIMER](#)

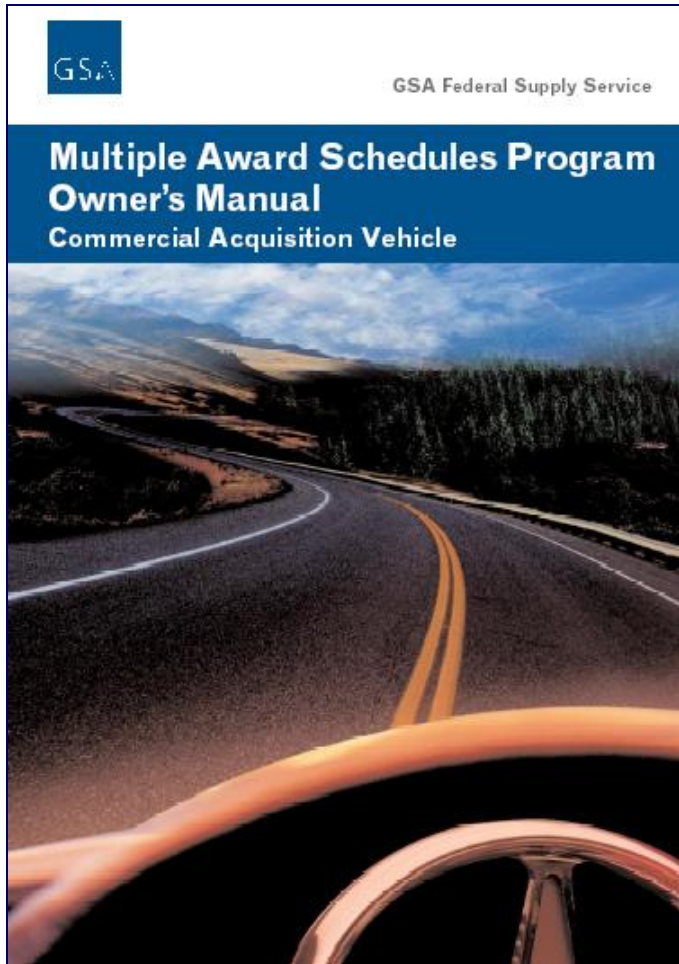
> FirstGov > E-Gov > Regulations.gov > White House  
\* Privacy & Security \* Information Quality \* FOIA \* No Fear Act \* ADA

Session timeout in 59 minutes

Done Internet 100%

Start SBA SUB-Net ... 12:51 PM

# MAS Contracts - Basics



- Solicitations are prepared in accordance with Federal Acquisition Regulations (FAR) Part 12
- Contract period effective 5 years from date of award plus three 5-year options
- Evergreen solicitation
- Mandatory acceptance of Government Smart Card (under \$3000)
- Use of schedule is outlined in FAR 8.4



# Who Can Buy from Schedules



## In Accordance with GSA's **ADM 4800.2E** **Eligibility to Use GSA Sources of Supply and Service:**

- Executive & Other Federal Agencies
- Mixed-Ownership Government Corporation (FDIC, Federal Home Loan Banks, etc.)
- The District of Columbia
- Cost Reimbursable Government Contractors authorized in writing by a Federal agency (48 CFR 51.1)
- State and Local Government for Information Technology, Law Enforcement and Disaster Recovery (Cooperative Purchasing)



# Steps To Obtain A MAS Contract and to be a Successful Contractor



1. Understand your commitment and obligations as a schedule contractor
2. Determine which Schedule(s) cover the products and/or services your company offers  
[www.gsaelibrary.gsa.gov](http://www.gsaelibrary.gsa.gov)
3. Obtain a copy of the solicitation – [www.fbo.gov](http://www.fbo.gov)
4. Complete the solicitation and pricing offer
5. Negotiate fair and reasonable pricing with GSA
6. Receive your contract award (5 years with three 5-year options)
7. Targeted marketing and relationship building to direct market your products & services
8. Performance under your contract

# Schedules Information



- GSA eLibrary  
[www.gsa.gov/elibrary](http://www.gsa.gov/elibrary)
- GSA Advantage!  
[www.gsaadvantage.gov](http://www.gsaadvantage.gov)
- GSA Schedule Sales Query  
<http://ssq.gsa.gov>

# Important for Success



- Read and understand the entire solicitation
- Respond to all requirements
- Review for completion
- Sign by corporate official
- CCR registration ([www.ccr.gov](http://www.ccr.gov))
- ORCA On Line Reps and Certs

# Expedite Your Processing Time



- Ask questions up front – Contracting Officer is best source
- Submit a complete and well-prepared proposal
- Respond to all requests in a timely manner
- Provide relevant, accurate, up-to-date information
- Verify your checklist is complete
  - Did we mention...read the entire solicitation!

# Vendor Support Center ([www.gsa.gov](http://www.gsa.gov))



- Pathway to Success (Vendor Training Tab) – Now a requirement
- New Contractor Readiness Tool (Vendor Training Tab)
- Contractor orientation webcast (Vendor Training Tab)
- Steps to Success (Publications Tab)
- Visit GSA eLibrary (Business Opportunities Tab)
- Schedule Sales Query (Business Opportunities Tab)

# Marketing: Keys to Success



- Determine your “niche”
- Research and identify competition/benchmark
  - [www.gsaadvantage.gov](http://www.gsaadvantage.gov)
- Develop a marketing plan
- Outshine the competition with:
  - *Quality, Design, Aesthetics...*
- Set goals that are ambitious but attainable



# Socio-Economic Opportunities



- The U.S. Small Business Administration provides various procurement programs for socio-economic concerns [www.sba.gov](http://www.sba.gov)
- Additional assistance is available through the following websites:
  - SBA's Procurement Center Representatives Program  
[www.sba.gov/GC/pcr.html](http://www.sba.gov/GC/pcr.html)
  - Procurement Technical Assistance Centers (PTACs)  
<http://www.aptac-us.org/new>
  - GSA Headquarters and Regional Small Business Centers  
[www.gsa.gov/sbu](http://www.gsa.gov/sbu)

# Office of Small Business Utilization (OSBU)



The Heartland Region OSBU assists businesses with selling their products and services to the Federal Government

- Advocates the use of small businesses in Government contracting
- Identifies on-line registrations, bidding and subcontracting opportunities, and buyer contacts
- Suggests marketing techniques
- Provides counseling/presentations at procurement conferences, expos, trade shows, seminars, and networking events

# Office of Small Business Utilization Websites



## Office of Small Business Utilization Websites

<b>GSA.gov</b>	<b>SHORTCUTS</b>
Office of Small Business Utilization	<a href="http://www.gsa.gov/smallbusiness">www.gsa.gov/smallbusiness</a> <a href="http://www.gsa.gov/sbu">www.gsa.gov/sbu</a>
Contacts for Small Business Support	<a href="http://www.gsa.gov/smallbizsupport">www.gsa.gov/smallbizsupport</a>
Doing Business with GSA publication	<a href="http://www.gsa.gov/smallbizguide">www.gsa.gov/smallbizguide</a>
GSA Forecast of Contracting Opportunities	<a href="http://www.gsa.gov/smbusforecast">www.gsa.gov/smbusforecast</a>
GSA Subcontracting Directory	<a href="http://www.gsa.gov/subdirectory">www.gsa.gov/subdirectory</a>
Small Business Events	<a href="http://www.gsa.gov/events">www.gsa.gov/events</a>
Service-disabled Veteran-owned Small Business Initiative	<a href="http://www.gsa.gov/service-disabled">www.gsa.gov/service-disabled</a> <a href="http://www.gsa.gov/sdvosb">www.gsa.gov/sdvosb</a> <a href="http://www.gsa.gov/21gunsalute">www.gsa.gov/21gunsalute</a>
Mentor-Protégé Program	<a href="http://www.gsa.gov/mentorprotege">www.gsa.gov/mentorprotege</a>
Recovery Act Opportunities for Small Business	<a href="http://www.gsa.gov/smallbusinessrecovery">www.gsa.gov/smallbusinessrecovery</a>

<b>GSA InSite</b>	<b>SHORTCUT</b>
Office of Small Business Utilization	<a href="http://insite.gsa.gov/sbu">http://insite.gsa.gov/sbu</a>

<b>External Websites</b>	<b>SHORTCUT</b>
GSA OSBU Twitter Page	<a href="http://twitter.com/GSAOSBU">http://twitter.com/GSAOSBU</a>

# Contact GSA: Heartland Region



Office of Small Business Utilization  
U.S. General Services Administration  
1500 East Bannister Road, Room 1161  
Kansas City MO 64131-3088  
816.926.7203 (office)  
816.823.1167 (fax)

Business.Counseling@gsa.gov  
[www.gsa.gov/r6smallbusiness](http://www.gsa.gov/r6smallbusiness)  
Nationwide Website:  
[www.gsa.gov/smallbusiness](http://www.gsa.gov/smallbusiness)